

# Quakers in Britain

Visual identity guide



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## 1.1 Who are we?

### We are **Quakers in Britain**

This is the registered working name of the charity. It is the main name to use for the easiest and clearest communication of who we are.

There are three other names that get used for our organisation:

- Britain Yearly Meeting (BYM)
- Religious Society of Friends (RSoF)
- Britain Yearly Meeting of the Religious Society of Friends (Quakers) – *Our registered name*

Effective communication relies on clarity, consistency and repetition. This is why we should use 'Quakers in Britain' as much as possible.

Using several different names is confusing, particularly for non-Quakers, for whom the other names have no obvious meaning.



## 1.2 Who are we: our values

Quakers live by core values that flow from our faith. They are central to our relationships with other people and with the earth:

### Peace

Quakers are best known for their deep commitment to peace. But we don't simply oppose war. We tackle the root causes of violence and challenge the systems that lead to war.

### Equality and justice

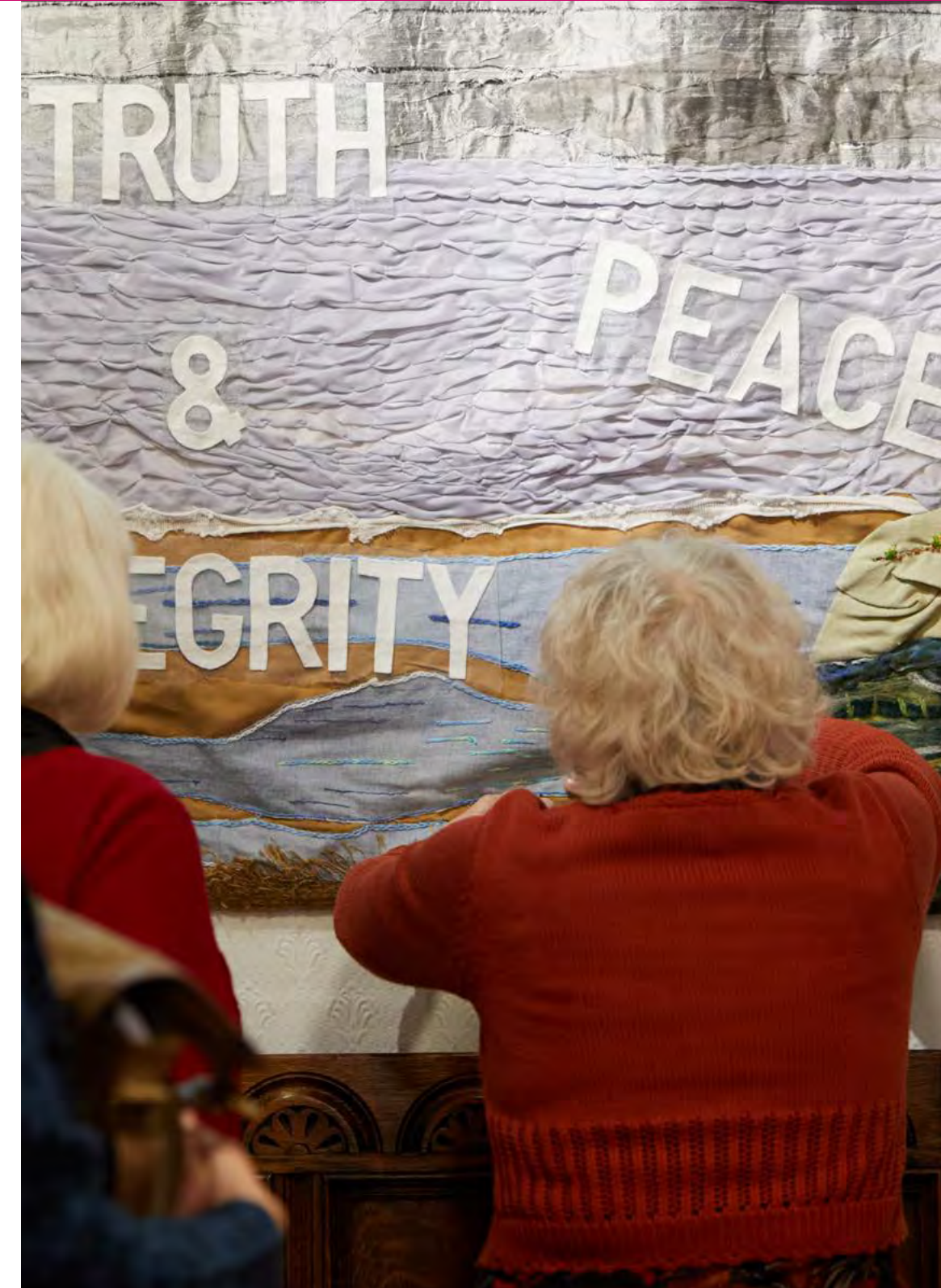
Quakers believe everyone is equal. This leads us to challenge injustice and work with people who suffer injustice. We oppose all forms of discrimination and champion diversity.

### Truth and integrity

Quakers strive to speak the truth with love. Treating others as we would want to be treated means being both honest and respectful in our words and actions.

### Simplicity and sustainability

Quakers try to live simply and focus on the things that really matter: the people around us and the natural world. We call for a sustainable way of life that puts people and planet first.



## 1.3 Who are we: tone of voice

Our 'tone of voice' is how we use language (and imagery) to show our personality through our communications.

It is the impression we want our organisation to leave in people's minds when they think of us.

To sound coherent, co-ordinated and reliable we need to write with the same voice across our organisation and work.

Our overall tone of voice should reflect these three characteristics:

- **Simple:** we are calm, open and accessible to all
- **Radical:** we are positive advocates for change and inclusion
- **Spiritual:** we are confident in our Quaker faith, without sounding dogmatic or superior



## 2.1 The Quaker logo

The default position for the Q logo is top right or bottom right of the page or design. Avoid putting it in the centre or on the left of designs.

- Use the **house blue** wherever possible.
- Use the **white logo on dark or colourful** backgrounds.
- Use the **dark blue logo on light coloured** backgrounds where house blue is not visible enough.
- Use the **grey or black logo on light backgrounds** in black & white.
- **Do not** use the logo on highly textured or busy backgrounds.
- **Do not** use any other colour versions of the logo from old documents or style guides.



### Local and area meetings

Local/area meetings and worshipping communities may use the logo as long as their name also appears prominently on the same piece of design.



## 2.2 Using the Quaker logo

The default position for the Q logo is top right or bottom right of the page or design. Avoid putting it in the centre or on the left of designs.

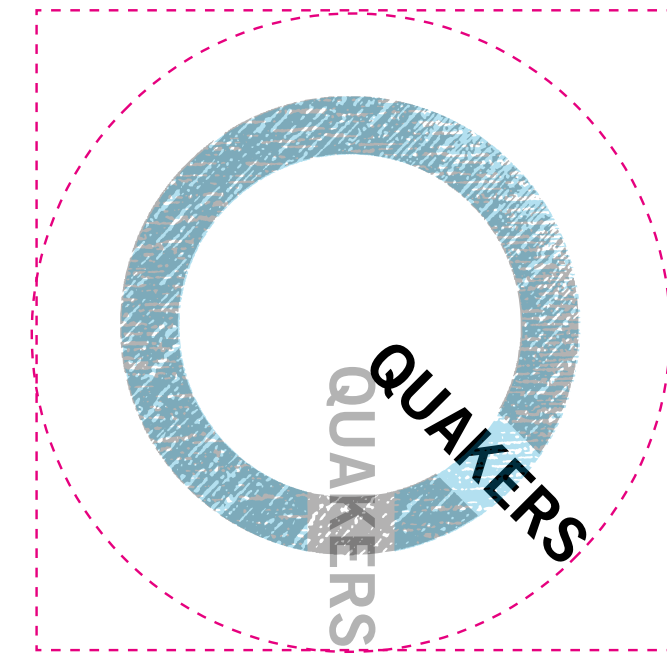
- **Do not** stretch or squash the logo
- **Do not** change any of the colours
- **Do not** use over a strongly patterned or detailed background
- **Do not** use as a letter Q or list point in text
- **Do not** adapt or redesign the logo
- **Do not** use smaller than 14.5mm
- **Do** use at 31.5mm on printed designs (A4 or smaller)
- **Do** leave space around the logo

### Exclusion area

Imagine a square with the ring of the logo in the middle.

Keep at least this amount of space from other design elements.

When using alongside other logos, this space should be doubled.

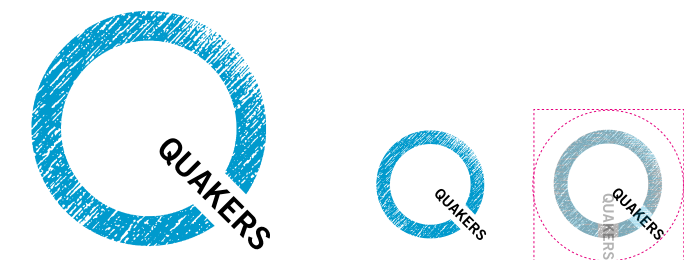


### Standard sizes

45.5mm for A3

31.5mm for A4, A5, A6, DL formats

14.5mm or 42 pixels **minimum**



## 2.3 House fonts

Sans serif fonts are best for accessibility, so use Roboto slab sparingly and for impact at larger sizes.

Headings: Roboto slab

<https://fonts.google.com/specimen/Roboto+Slab>

**Q123 abcdefghijklmnopqrstuvwxyz**

Body copy: Roboto sans

<https://fonts.google.com/specimen/Roboto>

Q123 abcdefghijklmnopqrstuvwxyz

Emails (or where Roboto is unavailable): Aptos

[www.microsoft.com/en-us/download/details.aspx?id=106087](http://www.microsoft.com/en-us/download/details.aspx?id=106087)

Q123 abcdefghijklmnopqrstuvwxyz

### Using our fonts

Roboto and Roboto Slab are free and easy to install from the links provided.

Aptos is the new default Windows font. It is available as standard on all up-to-date PCs. Apple Mac users may need to install it themselves.





## 2.4 House colours

All communications should be based around these colours in the first instance.

These can be used as tints or tones to provide depth and contrast.

- Blue is our primary / main colour.
- Orange, pink, green and purple are our feature colours.
- Dark blue can be used for contrast.

The detailed visual style guide provides the specifications for the primary colour tones, as well as a set of complementary colours and how to use them.

Do not use any other colours from old style guides.

House Blue

CMYK  
95 | 8 | 11 | 1

RGB  
0 | 153 | 204  
Hex  
#0099cc

Dark Blue

CMYK  
97 | 91 | 27 | 16

RGB  
51 | 51 | 102  
Hex  
#333366

House Green

CMYK  
100 | 0 | 77 | 0

RGB  
0 | 153 | 102  
Hex  
#009966

House Pink

CMYK  
0 | 97 | 28 | 0

RGB  
204 | 0 | 102  
Hex  
#cc0066

House Orange

CMYK  
0 | 50 | 93 | 0

RGB  
255 | 153 | 0  
Hex  
#ff9900

House Purple

CMYK  
39 | 68 | 10 | 1

RGB  
153 | 102 | 153  
Hex  
#996699



